

Message Text

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DRAFTED BY USIA/IEE:GDMALONE:LM
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FM SECSTATE WASHDC
TO AMEMBASSY SOFIA

C O N F I D E N T I A L STATE 142418

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E.O. 11652: GDS

TAGS: BEXP, ETRD, PFOR, BU

SUBJECT: VIP FOR AMERICA DAY AT THE PLOVDIV FAIR,
-- SEPTEMBER 5
REF: SOFIA 1203
AMBASSADOR FROM ARMITAGE

1. WE AND USIA ARE COMPLETELY IN SYMPATHY WITH YOUR
DESIRE TO OBTAIN A HIGH-LEVEL PERSONAGE TO OFFICIATE AT
AMERICA DAY AT THE PLOVDIV FAIR AND WITH YOUR DESTRE TO
EMPHASIZE OUR COMMERCIAL INTERESTS ON THIS OCCASION.
EVERY EFFORT WILL BE MADE TO FIND A SUITABLE CANDIDATE.
WE WOULD PREFER, HOWEVER, TO HOLD UP ON INVITING OFFICIAL
RATHER THAN MEMBER OF CONGRESS.

2. USIA IS CONVINCED OF THE DESIRABILITY OF HAVING A
MEMBER OF CONGRESS OFFICIATE AT THE PLOVDIV OPENING.
OCCASIONS OF THIS TYPE IN THE PAST HAVE PROVIDED UNUSUALLY
GOOD OPPORTUNITIES TO INVOLVE MEMBERS OF CONGRESS IN
PUBLIC DIPLOMACY AND TO ENABLE THEM TO SEE AT FIRST HAND
AN IMPORTANT ACTIVITY IN WHICH NOT ONLY USIA, BUT THE
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ENTIRE EMBASSY IS INVOLVED. THE OCCASION OF THE PLOVDIV
FAIR HAS THE ADDITIONAL LARGE ADVANTAGE OF TYING IN THE

COMMERCIAL ASPECT. RECENT EXPERIENCE HERE HAS SHOWN THAT THE EDUCATIVE VALUE OF SUCH PARTICIPATION CAN BE CONSIDERABLE, WITH CONSEQUENT LEGISLATIVE BENEFIT.

3. UNCERTAINTIES OF CONGRESSIONAL SCHEDULES DO PRESENT A PROBLEM BUT WE ANTICIPATE THAT, UNLIKE LAST YEAR, THE PROBLEM THIS YEAR WILL BE A GOOD DEAL SMALLER THAN LAST, WHEN DOMESTIC POLITICAL CONSIDERATIONS MADE ADVANCE SCHEDULING NEARLY IMPOSSIBLE, WE BELIEVE CHANCES OF NAILING DOWN CONGRESSIONAL VISITORS ARE REASONABLY GOOD. USIA CURRENTLY HAS A NUMBER OF CONGRESSIONAL POSSIBILITIES UNDER CONSIDERATION AND PLANS TO PROCEED WITH AN INVITATION AT THE EARLIEST TIME JUDGED FAVORABLE TO ELICIT A POSITIVE RESPONSE. PARTICULAR THOUGHT IS BEING GIVEN TO THE HOUSE INTERNATIONAL RELATIONS COMMITTEE OR THE INTERSTATE AND FOREIGN COMMERCE COMMITTEE. A CANDIDATE FROM EITHER COULD BE USEFUL TO ALL OF US.

4. WE APPRECIATE YOUR KEEN INTEREST IN THIS MATTER AND WILL KEEP YOU INFORMED AS SITUATION DEVELOPS. KISSINGER

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